

# **Wisconsin Printing Industry Superior Environmental Performance Charter 2017 Annual Report**

*This is the annual report of a charter agreement, signed Sept. 30, 2015, between the Wisconsin Department of Natural Resources (DNR) and the printing associations -- Specialty Graphic Imaging Association (SGIA), Great Lakes Graphic Arts Association (GLGA) and Flexographic Technical Association (FTA).*

## **Goals of Charter**

The overall goals of the Wisconsin Printing Industry Superior Environmental Performance Charter include:

1. Inspiring beyond-compliance environmental performance by the printing industry in an economically feasible manner;
2. Exploring alternative approaches to address environmental performance that extend beyond regulatory requirements;
3. Identifying opportunities for improving regulatory efficiency;
4. Encouraging participation under the Green Tier program and the Sustainable Green Printing Partnership (SGP); and
5. Improving relationships among all parties.

## **Accomplishments by Associations**

During 2017 and in accordance with the commitments of the charter, the printing associations conducted the following activities based on the objectives of the charter as well as the goals established in the 2016 Annual Report:

- A. Encourage Wisconsin printers to submit applications for Green Tier
  - a. Joint Association Activities
    - i. SGP Auditor Deb Jacobsen achieved auditor status under the Green Tier Program.
    - ii. Completed alignment of the 2016 SGP Certification Criteria with the Green Tier Program elements.
    - iii. Issued an Amendment to the Charter affirming this alignment in May 2017.
    - iv. Created and issued an SGP Annual Report Template for facilities that are both Green Tier and SGP Certified.
    - v. Conducted webinar in April 2017 that focused on the business efficiencies associated with sustainable business practices, including a presentation by Wisconsin DNR staff on the Green Tier Program, and the WI Small Business Representative on tools available to the printing community.
  - b. Specialty Graphic Imaging Association
    - i. Continued to reach out to Wisconsin print companies regarding Green Tier program.
  - c. Great Lakes Graphics Association
    - i. Published articles and information about the Green Tier program encouraging printers throughout Wisconsin to participate in the program.
    - ii. Held two workshops in December 2017, one focusing on assisting printers in understanding their compliance obligations and the other one on sustainability featuring Green Tier, SGP, and resources available to Wisconsin printers for sustainability.
  - d. Flexographic Technical Association
    - i. Ongoing outreach to Wisconsin-based facilities to educate them about the benefits of Green Tier and SGP through email, newsletters, face-to-face discussions and phone calls.

- ii. Promoted to Wisconsin-based facilities attending 2017 INFO\*FLEX Exhibition where SGP had exhibit space.
- B. Notify SGP certified printers affiliated with the associations about that SGP criteria, along with the supplementary criteria satisfy the functional environmental management system (EMS) equivalency of Green Tier
- E. Goals for 2018 include:
  - a. Continue working with SGP certified printers to encourage them to gain Green Tier Status.
  - b. Continue to reach out to printers that are in the Green Tier program to encourage consideration of SGP certification.
  - c. Continue to reach out to the Wisconsin printing industry with information on newly adopted or updated regulatory actions through webinar programs and other communication vehicles throughout the year.
  - d. Continue to promote Green Tier and SGP on Association websites and communication vehicles, as appropriate.
  - e. Conduct a Permitting Compliance webinar in 2018 to support permit updating and streamlining activities.
  - f. Regulatory
    - i. Continue to work with the DNR on regulatory streamlining and incorporation of ERP.
    - ii. Continue to meet with DNR on issues of mutual concern
- F. Submit annual report to the Department detailing progress towards annual goals.
- H. Promote General Permits, Registration Permits and the Environmental Results Program (ERP) and other tools and approaches DNR develops.

#### **Joint Accomplishments with WI DNR**

In accordance with the charter the associations, along with the WI DNR, conducted the following activities in 2017 as committed in the charter:

- A. Develop and promote opportunities for printing operations, potential Green Tier and SGP participants, and active Green Tier and SGP participants to learn about new technologies, improved processes for more sustainable printing, new or revised regulations, and resources as well as fostering peer-to-peer assistance among Wisconsin printing companies as a way to demonstrate successful, sustainable actions and encourage continued and growing participation in Green Tier.
  - a. Continued to work with the DNR on key regulatory issues: emissions inventory program, potential revisions to existing ROP and GOP permits for printing; solvent wiper rule; and streamlined activities related to the Lithographic RACT rule.
- B. Develop and update support and guidance documents that help Wisconsin printing operations determine and comply with permit and other compliance requirements and improve their performance.
  - a. Helping to update the Environmental Results Program for the printing industry
- D. Update respective websites to reflect the Charter and the relationship between Green Tier and SGP.

- a. SGP website contains information and link to program: <https://www.sgia.org/government-watch/feature/wisconsin-green-tier>
- b. FTA has links Printing Industry News <http://flexography.org/printing-industry-associations-signs-green-tier-charter/>; EHS News & Alerts <http://flexography.org/training-resources/sustainable-flexography/ehs-news-alerts/>

In accordance with the charter, this report is submitted February 28, 2018.



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Marcia Y. Kinter, Specialty Graphic Imaging Association



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Joseph Lyman, Great Lakes Graphics Association



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Doreen M. Monteleone, D2 Advisory Group/Flexographic Technical Association